

**DEPARTMENT OF TOURISM – MIMAROPA  
TOURISM DEVELOPMENT DIVISION**

**TERMS OF REFERENCE**

(Services of Online Training Provider)

**I. PROJECT TITLE**

**USE OF ICT IN DIGITAL MARKETING**

Host Agency: Department of Tourism MIMAROPA

Dates of Implementation: July 2021

**II. PROJECT BACKGROUND**

One of the advocacies of the Department of Tourism (DOT) is the promotion of the tourism industry as an engine of economic growth through environmentally sound operations that advocate social responsibility and inclusiveness.

In line with this, the Department of Tourism MIMAROPA will conduct a Webinar on the use Information Communication Technology (ICT) in Digital Marketing from on July 2021 (5 runs – half day per run). The workshop shall build the capability and enhance the skills on increase online collaboration/networking, social media, and data management of the personnel of the Local Government Units (LGUs) and Private Stakeholders of the MIMAROPA Region.

**III. DOCUMENTARY REQUIREMENTS FOR ONLINE PROVIDERS**

- Current Mayor's Permit / Business Permit / *BIR Certification (for Individual)*
- PHILGEPs' Registration Number or Certificate of Platinum Membership
- Registration Certificate from SEC or DTI
- Original or certified true copy of duly notarized Omnibus Sworn Statement

**IV. TECHNICAL DESCRIPTION / SPECIFICATIONS**

Duly Licensed Online Training Provider should be able to provide the following:

- Five (5) runs of half day (4 hours) online webinar;
- Program Development – curriculum relevant to industry needs and standards;
- Resource person must have had trainer experience with tourism stakeholders, has an in-depth background on Digital Marketing, and aware on MIMAROPA provinces' tourism industry situation;
- Resource person must provide a Digital Marketing Strategy Plan template for LGUs every after webinar run;
- Must have conducted seminars around the country;
- Engagement of Industry Experts as Resource Speakers;
- Platform set-up to ensure that training will run smoothly/Must have Zoom capability;
- Develop publication materials that will be posted on DOT IVB's Facebook page for promotion
- Develop and administer pre-registration and feedback/post-evaluation in consultation with the End-user;
- Provide Host and Moderator during the Webinar;
- Issuance of E-certificates/Certificates of Attendance;

- Provide training/session materials without further charges or fees;
- Provide Photo Documentation, zoom recording, and Post-activity Report;
- Must be residing in Metro Manila; and
- Must be able to provide the requirements on **send bill arrangement**

## V. PROPOSED WORKSHOP SCHEDULE

Below is the tentative outline of the webinar per run:

DAY	PROPOSED TOPICS	NO. OF PARTICIPANTS
DAY 1	<ul style="list-style-type: none"> <li>• Introduction to ICT in Digital Marketing</li> <li>• Digital Marketing Strategies</li> <li>• Social Media Marketing and Tools</li> <li>• Building your Brand's Online Presence</li> <li>• ICT Markets and Segments</li> </ul>	30 pax
<p><i>Note: Program Development curriculum relevant to industry needs and standards from the service provider is requested. This may be revised.</i></p>		

### Tentative Schedules of the Webinars:

Tentative Date	Participants
July 28, 2021	AM Session: Occidental Mindoro PM Session: Oriental Mindoro
July 29, 2021	AM Session: Marinduque PM Session: Romblon
July 30, 2021	AM Session: Palawan

## VI. APPROVED BUDGET FOR THE CONTRACT

**ONE HUNDRED FIFTY THOUSAND PESOS**  
(₱ 150,000.00) inclusive of all applicable taxes

## VII. PROJECT OFFICER/CONTACT PERSON

**MARC RAMIRO R. ORTIZ LUIS**  
Tourism Operations Officer I  
Tourism Development Division  
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